

THE

# QUILL

A MAGAZINE FOR WRITERS, EDITORS, AND PUBLISHERS



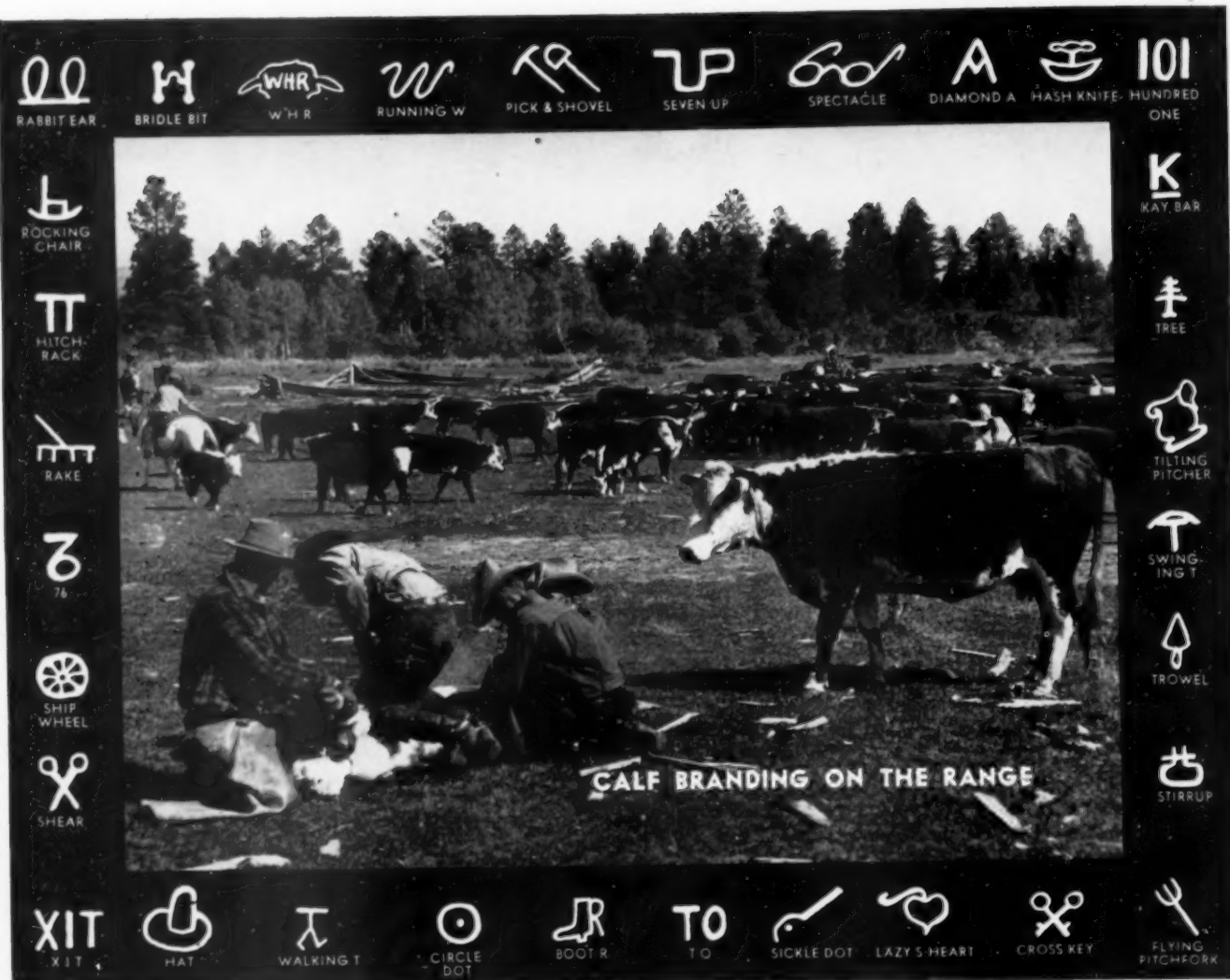
TEXAN COVERS BATTLEFRONTS AT HOME  
(See Center Spread)

Photo by U. S. Army Signal Corps

35 Cents

Walter R. Humphrey, editor of the Temple (Texas) Daily Telegram, covers every American battle front for his paper and the Associated Press without leaving Temple. Here he is interviewing Sgt. Jack White, top, and Pfc. Jesse Stojanek, both Texans, on their arrival.

January-February, 1945



## Ranch Born--Corn Belt "Finished"


WHILE CORN BELT STOCKMEN annually produce an enormous crop of cattle, hogs and sheep, more stock is needed to consume the abundant feed supplies of the surplus grain states. Ranchers in the vast grazing areas of the west are particularly well situated to produce large numbers of healthy calves and lambs. These young animals when brought to Corn Belt stock farms are grown out and fattened to produce choice meats.

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Livestock farmers depend on *The Corn Belt Farm Dailies* for the accurate, timely and vital information necessary to the successful conduct of their business. That these publications reach the logical readers is determined by the specialized editorial service and the sound selective device of the highest subscription price in the agricultural field—\$5.00 a year. Such a price is not an invitation to an unnatural clientele.



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THE - PUBLICATIONS - OF - THE - LIVESTOCK - INDUSTRY



# THE QUILL

A Magazine for Writers, Editors and Publishers

Vol. XXXIII

Founded 1912

No. 1

## Carrying On

**A** MEMBER of Sigma Delta Chi, now in the Army, has appealed to *THE QUILL* to tell him, and others like him who went from the classroom into service, what his status is as a member, what kind and whether he pays dues. "I certainly don't want to lose my SDX membership," he concluded.

Let him be reassured. His membership is in no way impaired. All members initiated as undergraduate students are members for life. Those elected from professional ranks become professional members (formerly called associate members), also for life. The only other category is that of National Honorary. This is the only honorary membership and is conferred upon an outstanding professional by vote of the national convention.

All members are billed annually for alumni dues, but payment is voluntary. Any member may pay his dues for life in advance by paying \$25 to National Headquarters for a Key Club membership. In return he receives a special gold key and a Life Membership card.

Members initiated before the compulsory *QUILL* life subscription plan went into effect in 1924 or since the compulsory feature was dropped in 1933, may buy a life subscription for \$20. (The annual interest yield on this has fallen from \$1 to about 50 cents, so the price likely will be raised before long.)

The present national officers are listed on page 8. Two of them are newcomers. One is Eugene Pulliam, widely known publisher of the Indianapolis *Star* and other newspapers and operator of a group of radio stations in Indiana and Oklahoma, who was one of the ten founders of

Sigma Delta Chi when he was an undergraduate at DePauw University in 1909. The other is Luther A. Huston, manager of the Washington Bureau of the New York *Times* and president of the Washington Professional Chapter of the fraternity.

Sigma Delta Chi has weathered the wartime storm and will be ready to go ahead after the war because it has continued to have the guidance and the devotion of outstanding journalistic leaders. The new members of the Executive Council belong in this category.

The Council met in Chicago January 27 to receive the report of the Headquarters Committee, which was appointed when wartime retrenchment cost the fraternity the services of a paid Executive Secretary and reduced the Headquarters staff to one paid woman employee. The committee has passed on policy matters, slashed the operating budget for both the fraternity and the magazine, encouraged professional chapters to revive and to bring in outstanding professional members, helped edit *THE QUILL* since the death of Ralph Peters, and otherwise supervised the national affairs of Sigma Delta Chi in the emergency.

After hearing a favorable report the Council authorized the committee to prepare for the postwar period by seeking the services of an outstanding young man with an unusual combination of talents—ability to edit *THE QUILL*, sell advertising, direct the Personnel Bureau and manage all business of the national fraternity as Executive Secretary.

If you know of a likely candidate, please contact the Headquarters Committee (see page 8). The position offers both a challenge and an opportunity for a young man with real editorial, promotional and managerial talent.

## The Quill

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**"WE DON'T TAKE  
PICTURES LIKE THAT!"**

**A**ssociated Press Photographer Peter Carroll has taken many of the war's greatest pictures but a photo he didn't take probably illustrates his art best.

Carroll was trying to get some "first-into-Germany" pictures when he was stopped short of the border by a raging battle.

"Why don't you take some pictures here and say you're in Germany," a soldier sympathetically suggested.

"No," countered Carroll. "We don't take pictures like that in AP. When we say we're inside Germany we are inside Germany!"

Wherever men make news, you can depend on The AP for truth—in picture and in story.

AP's Peter Carroll has been on Western front assignment in the wartime still picture pool since D-day

**AP** *The Byline of Dependability*



# If Columnists Are Giving You Cat Meat for Top Sirloin Hire Better Reporters!

By LUTHER HUSTON

SEVERAL years ago a Senator grew impassioned over some issue that concerned his chances for reelection and he declaimed on the floor of the Senate that before he "would agree to this nefarious measure I would go out and shoot myself." He paused for oratorical effect.

The Senators slept on but in the press gallery the voice of Dick Harkness, SDXer, then United Press correspondent, stirred the stillness as it now stirs the ether, drawing:

"What a constructive suggestion!"

Jack Alexander, in an article about Drew Pearson in the *Saturday Evening Post*, tells us that the publishers, at their next annual meeting, will consider a proposal to drop all syndicated columnists. They won't do any such thing, of course, but, God, what a "constructive suggestion!"

The fact that the publishers might even talk about such an idea, however, brings up three questions.

First, why do we have syndicated columnists?

Second, what kind of birds are they and how do they operate?

Third, why won't the publishers drop them?

The first and third questions are tied together like OPA and the black market and the answer is very simple.

We have syndicated columnists because the columnists and the syndicates make big money. The publishers won't drop them because they make money out of them.

PROOF of the first statement is found in published accounts of columnists' earnings. Jack Alexander tells us that Pearson makes \$90,000 a year before taxes. Westbrook Pegler reputedly hits between

\$30,000 and \$40,000, the late Ray Clapper grossed something like \$50,000 and the Lord only knows what Walter Winchell puts aside for a rainy day after the government gets its share. Except for the comic artists, no other journalistic field open to the man who lives by his type-writer offers such rich rewards.

For the publisher, however, the syndicated columnist is about the cheapest thing he can buy. You would be surprised, how cheap.

The late Arthur Brisbane was one of the most money-conscious of all our modern journalists and he made plenty. He was the daddy of the editorial column as we know it today. But this writer, when he was a syndicate salesman, once quoted a price to an Indiana editor of \$5 per week for Brisbane's column, mailed daily out of Chicago. I wasn't a good salesman—no sale.

As one of the editors of a rather substantial daily newspaper, I later was instrumental in bringing Pegler's column to the paper at a price less than we were paying reporters on the local staff before The Guild raised the level of reportorial salaries.

THE price publishers pay for a column varies, of course, with conditions. Exclusive territorial rights, circulation, the number of other features bought from the same syndicate, are factors that count and when the show-down comes the shrewdness of the buyer and the adroitness of the salesman often are the determining factor.

The syndicates and the columnists make money through mass circulation and the take increases as total circulation—that is the number of papers sub-



Luther Huston

scribing to the column—goes up. The publishers make money because a good column, or an assortment of good columns, helps build circulation and enhances revenue.

How sensitive publishers are to the money value of some columns is illustrated by the following true story:

A certain publisher in a good-sized two-paper city, printed the column of one of the better known columnists. The publisher didn't like the columnist and disapproved of a great deal of what he wrote. He became so stirred up about it that he decided—almost—to drop the column. But, as he explained privately later, the publisher of the other paper in that town would not agree not to buy the column if the first publisher discontinued it so "I had to keep it."

THAT'S why we have syndicated columnists and why the publishers will not agree, en bloc, to discontinue them. And if they did, Francis Biddle probably would put Wendell Berge on their trail for if all the publishers agreed not to print the product of any syndicated columnist the legal minds who conceived the anti-monopoly suit against the Associated Press assuredly could find actionable so comprehensive a conspiracy for the suppression of columnists.

Columnists, as a whole, are not a bad bunch and some of them are swell people. Quite a lot of them used to be reporters. Some of them became columnists because they never did so well as reporters but others attained columnar status after demonstrating marked reportorial ability. A few, but not many, continue as best they can to be reporters after they sell their souls for syndicate gold.

There are columnists of the pundit type—the Messiahs who must tell the world how to be saved; there are columnists of the reporter-commentator type; there are the kiss-and-tell boys like Winchell, and there are the funny boys—and girls—like Bob Hope and Gracie Allen. There are

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**L**UTHER HUSTON, author of the accompanying article, is manager of the Washington Bureau of the New York Times and president of the Washington professional chapter of Sigma Delta Chi. He is known as one of the most seasoned and thoroughly responsible editors in the nation's capital. His reputation for integrity has been developed not alone in Washington but literally around the world.

A native of Iowa, Huston moved to Idaho in his early teens and was graduated from Idaho Falls high school. He attended the University of Southern California for three years and later, as a staff member of the *Seattle Times*, was initiated as a professional member of the University of Washington chapter of SDX.

Huston's first newspaper work was done on the Bellingham (Wash.) *Herald*. From there he went to the *Seattle Times*, then to the Walla Walla *Bulletin*, and then back to the *Seattle Times*. In 1917 he joined the Chicago bureau of International News Service. Six months later he was appointed bureau manager and for 17 years thereafter he served INS in Chicago, New York, Washington, London, and Tokyo. He was Far Eastern Manager in Tokyo for three years, being succeeded by James R. Young.

Lute, as his intimates know him, resigned from INS in 1934 to become city editor of the *Washington Post*. After a year there he joined the New York Times bureau.

His hobby, in addition to SDX, is operating his small farm near Washington. Lute got "down to earth" on a lot of things a long time ago. Now, in addition, he is "back to the soil" and loving it.

# PRESENTATION IS IMPORTANT



Lt. James D. Thompson

**M**MUCH of the criticism directed at newspapers and the press would evaporate if style and mechanics of news presentation were considered more carefully.

That conclusion is the result of watching reading habits and reactions of, and listening to associates during three years of military service—associates whose education, vocations and hobbies are as varied as their geographical backgrounds, and who are not furthering doubtful causes.

Cranks and crackpots, politicians and press agents and many other groups are quick to point out "evils of the press" when their interests are involved. Yet the fact remains that any given newspaper is as great but no greater than the opinions of its readers—the respect it engenders among men and women who read it for information and seldom are mentioned in its news columns.

Observation has convinced me that readers often draw incorrect inferences from poorly presented material, and otherwise-minor factors lead to distrust of the newspaper and the profession. It suggests that some reporters and editors have not been able to divorce themselves from newsroom atmosphere to study each issue objectively, from the consumers' viewpoints.

Few men I work or live with either know or care that I have more than a glancing interest in the newspapers they read. I believe their responses to various news presentations are typical and their emotions spontaneous, and therefore valuable to working newsmen.

**T**HIS article is a compilation of objections heard most frequently in living quarters, eating places and clubs. While few of those who voice them have considered the obstacles in the path of each edition, most do know what they want in their newspaper, and all know when they dislike something about it.

Every improvement reinforcing their respect for, and confidence in news-

## No Excuses Accepted! Soldiers Know What They Don't Like in Newspapers

By LT. JAMES D. THOMPSON

papers will be worth far more than the exertion devoted to it.

These dislikes are found most frequently—so often that they may be termed common:

1. **READERS** tend to suspect accounts of unusual events. When asked why they are skeptical of facts verified by men on the spot they point to items obviously reprinted from clip-sheets or to "cheese-cake" with underlines undoubtedly written by press agents, but presented in a straight-faced manner in news columns. Did the reporter verify that? they ask. Comic strips and cross-word puzzles are presented for entertainment and not disguised as news. Readers would rather find movie and radio publicity presented in the same way. Many camp newspapers frankly print pin-up pictures only for their entertainment value, with a figurative wink, and win approval by so doing.

2. **SMALL-CITY** dailies often are criticized because they omit items readers regard as important. For example, many of these papers run war summaries on page one but fail to back them up with more detailed accounts of the same events. This occurs frequently with respect to the China and Burma-India theaters. It cannot be explained as newsprint shortage when the same edition gives two-column play to such features as "Joe Bandleader Reviews His Rise to Fame."

3. **SECOND-GUESSING** articles have no place in news columns. One example: "The high command apparently feels Germany will not make a stand at such-and-such place." Unless high officials are quoted, and preferably directly, such articles succeed only in provoking profanity from the reader, together with the accusation that editors demand dispatches from their correspondents—news or no news. Similarly, daily war analyses when presented in news columns under news heads convey the impression that the newspaper is attempting to predict future developments. Papers which present these same features on editorial or feature pages get warmer receptions.

4. **THERE** is a tendency to hold newspapers responsible for contents of quotations, especially indirect quotes. For instance, prophecies regarding the length of the war, which later are proved in error, evoke derision from the reader—but against the newspaper and not against the prophet. Greater emphasis on the fact that the paper is *relaying* what so-and-so said appears to be the only answer.

5. **MOST** readers display no concern for "freedom of the press." Respecting the Federal Government's suit against the AP, they are apathetic. And it is difficult to pin them down to specific reasons. When questioned they affirm their

belief in freedom of speech, but usually conclude that "wolf" has been cried too often.

6. **READERS** feel tricked when told by a headline that: "Reds Drive Toward Vienna," and by the account that Russian troops advanced two miles closer to the Austrian border, and now are only 128 miles from its capitol. Similarly, they resent banners which tell them—daily for three weeks—that: "Allies Batter at Gates of Germany."

7. **USE** of such terms as "roll ahead" in heads over dispatches describing hard-won gains of two miles catch the reader's eye but leave an unpleasant taste in his mouth. Likewise, use of streamers for stories of patrol action leave resentment in their wake.

8. **NEWSPAPER** readers pass or scan lightly stories about finance, business and economics, but the same persons regularly read developments in those fields as reported in news magazines. Few can give reasons, but it suggests that newspaper wire stories must be followed with better long-range, local interpretation and closer tie-in with the reader's daily life.

**A**MERICAN newspapers have the largest following in their history. Whether they keep today's readers after the war depends to a large extent on the ability of newsmen to present their product in a way that the casual reader will fully understand and approve.

*Editor's Note: As we were going to press another article touching on the same subject arrived from the South Pacific. It came from another army lieutenant, an editor in civilian life, whose thoughts have been running in the same channels with those of Lieut. Thompson on the other side of the world in Texas. The QUILL is glad to make room for what the censors left of Lieut. Melton's manuscript.*

By LT. QUIMBY MELTON, JR.

(Photo on Page 18)

**A** FEW months ago a very green second lieutenant reported to his outfit while it was engaged in a shooting match with the Japanese. He trembled in the jungle until noon.

At that time a runner came up with copies of the *Cockatoo*, Sixth Infantry division newspaper. The green lieutenant was me and was I surprised to see just what an important part news dissemination plays with our combat troops.

Whenever there is a lull in the battle or a rest period before future operations an orientation officer presents and interprets the war and home news to the members

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THE QUILL for January-February, 1945



# "Accentuate the Positives"

## *Chinese Editor Lashes Out at Ignorance, Neglect in Handling of News From Our Oriental Ally*

By RAYMOND CHUNG KUANG WU

**B**Y recognizing the historical lessons of international events I am of the opinion that the brotherhood of any two nations will be secured not merely by treaties or those up-to-date wartime joint declarations, but through the sincere mutual understanding from the bottom of the hearts of the peoples concerned. Toward this end, news workers, naturally, can and should contribute their best services.

If the American-Chinese cooperation of today and in the future is really of any importance, as many leaders of both nations have claimed, we newspapermen should exert our utmost efforts in the strengthening of good will and the promotion of mutual understanding between the two peoples. But, unfortunately, we are far from fulfilling our responsibility.

Frankly speaking, I, as an observer in this country for the last four years, have been impressed by the fact that the general attitude of the American press toward China is obviously a negative rather than a constructive one. The reporting of the Chinese situation is devoted to the dark side rather than the bright, to the backwardness rather than that of progressiveness. The comment on Chinese news is likewise made in an apathetic rather than a sympathetic tone. And apparently American newspapers, particularly small town publications, neglect Chinese news to a great extent. Little news from China is printed except in some metropolitan newspapers. As a result of these conditions the American public hasn't yet had an accurate picture of its ally in the Orient.

**I** WOULD attribute the American news-men's misinterpretations of Chinese affairs principally to their lack of appropriate knowledge about China's immediate past and present, and her plans for shaping her future. And this lack of appropriate knowledge stems partly from their inability to understand the Chinese language. They are apparently unable on this account to obtain first-hand and complete information about China. But partly they are victims of the skillfully undertaken whispering campaign against the Chinese government by the international communists and their associates, through their propaganda network.

To my mind, in this great changing time in human history, the international events are so complex, we newspapermen need more than ever a straight, independent, and deep thinking without any prejudice. We must have first-hand information, then devote ourselves to a thorough study before coming to any conclusion. We must realize that to adopt others' easily formed opinions as our own is dangerous, and that to spread somebody's rumors is absurd and harmful.

For instance, the most prevalent criticism today raised by American newsmen



Raymond Wu

is that China is anti-democratic, totalitarian, or fascist. This conclusion is certainly irresponsible; it is sensational rather than rational. I would admit, however, that China is not as yet a democracy, if the definition of democracy is a representative form of government.

**T**RUE, people may accuse China of being pre-democratic, or even un-democratic, but it is unwise for our friends to ally China with Germany and Mussolini's Italy. For one of the aims of the Chinese national revolution is to establish a people's government—of the people, by the people, and for the people. Every careful student of Chinese politics

should know that the establishment of this new political system is based on a procedure of three stages:

- (1) military rule,
- (2) political tutelage,
- (3) constitutional government.

... and that now it is in the second stage during which the Kuomintang, which has led the Chinese people to overthrow the emperor, to unify the nation, and to resist the Japanese invasion, is exercising the political power on behalf of the people.

As a matter of fact, the date to convene a people's congress, which is to adopt a new constitution, has been set several times by the national government, but all had to be called off because of civil war or other disturbance. The last one was set for November, 1937, but it was canceled because of the Japanese invasion.

In his New Year's message this year, President Chiang Kai-Shek promised to call such a congress in 1945, so that the power of government may be transferred to representatives of the people.

To students of history, it is quite clear that the establishment of a democratic government is a difficult task. The United States of America didn't find it an easy job, nor did England, nor did France. For the United States, as we know, it was the result of eight years of bloody war, and following it a long struggle and continuous sacrifice of individual rights under the leadership of pioneers of democracy, such as Thomas Jefferson, Benjamin Franklin, and Abraham Lincoln.

**A**ND yet China's environment during its revolution is much more complicated than that of the United States during the war for independence. The latter's only main enemy then was the British empire. The Chinese Republic, in contrast, was born in the most active period of im-

**R**AYMOND CHUNG KUANG WU, one of the Chinese Republic's great young journalists, has crammed one distinction after another into the 30 years since his birth in Toysun, Kwangtung, China, October 28, 1915. He attended an American missionary high school in China, then earned a B.A. degree in sociology at the University of Japan, Tokyo.

Back in China, he became an editor of the Canton Daily, later a contributing editor of Sao Tang Pao, the Chinese army's official daily, while serving as a colonel in the National Military Council. He has done research at Columbia, edited the Chinese Nationalist Daily in New York and several Chinese magazines.

He is now a student in the University of Missouri School of Journalism and was initiated into Sigma Delta Chi there in January.



perialism and communism. It has been suppressed and beset by international powers from without, and has been continuously threatened from within by reactionary groups acting as agents of international hypocrites. For example, many warlords had been supported by Japan, and the communists had long had the backing of the Third International in Moscow.

Another severe charge against the Chinese government by American newsmen, who usually praise the Chinese communists as democratic agrarians, is the suppression of the freedom of the press. Of course, no responsible Chinese would deny the fact that China has a very strict censorship. But the need of a proper censorship when a nation is struggling for its life is no longer denied by people of common sense.

It is also a fact that all opposition parties in China are enjoying freedom of the press. All of them operate both daily newspapers and magazines as their official organs. To say the least, the National Socialist party had one daily newspaper in Hong Kong before its capture by the Japanese. The American public may be interested to know that the Chinese communist party has two daily papers (one at Yen-an, the other at Chungking) which have criticized government policies day after day, but no Kuomintang newspaper can be published in the communist-controlled areas.

Although the pattern of China-U. S. relations is still far from what we expect, China is always the most humble and most sincere ally of the United States. And in the minds of the Chinese people, because of the bitter experiences of the past, the United States is the best and only real friend China has.

As a news worker, I am still enthusiastically looking forward to closer co-operation between China and the United States, and to the fulfillment of our journalistic responsibilities. And we American and Chinese newsmen can succeed as truth-finders and fact-tellers only under the creed of mutual sympathy and mutual study.

BOB DOYLE (Wisconsin '37), war reporter in France and in the Pacific for the Milwaukee (Wis.) *Journal*, now back in Milwaukee, will deliver a weekly series of 15-minute news and information broadcasts every Sunday over WTMJ. Boyle plans to use part of his broadcasts on the news of the day, adding background material from his own experiences in the war theaters.

EARLE A. CLARK (Iowa '35), formerly on the staff of the Office of War Information on the West Coast, has joined the editorial staff of the Omaha (Nebr.) *World-Herald* where he is assigned to the war desk.

A committee of 324 people went to work "after hours" at the Minneapolis *Star Journal* and *Tribune* to put over its biggest employe event of the year, the Fourth Annual Servicemen's Benefit Bazaar . . . proceeds from which were used to buy Christmas gifts for the 211 men and women who have gone from these papers into the armed forces. As important as raising funds for servicemen is getting "SJT-Makers" and their families and friends better acquainted, giving employes a lot of fun.

## Sigma Delta Chi

### 1945 Directory of National Officers

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Azusa Herald  
Azusa, Calif.

LUTHER A. HUSTON

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New York Times  
Washington, D. C.

★ ★

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Swift & Company  
Chicago 9, Ill.

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GEORGE A. BRANDENBURG

Chicago Correspondent  
Editor & Publisher  
360 N. Michigan Ave.  
Chicago, Ill.

★ ★

#### NATIONAL HEADQUARTERS

35 E. Wacker Drive  
Chicago 1, Illinois  
Mrs. Helen K. Pichler  
Office Manager

★ ★

#### NOTE:

Address all correspondence concerning either Sigma Delta Chi or The Quill to National Headquarters.

The Headquarters Committee functions on matters of policy in emergencies. Its service is for the duration or until the fraternity again employs a full-time Executive Secretary.

Fraternity accounts are regularly audited by a Certified Public Accountant and the officers report to the National Convention.

# He Tries to Do the Impossible for the Impossible



Columnist . . .

## Pity the Poor P.R.O.!



. . . Correspondent

**A** JOB I'd never want is that of an Army PRO.

Not if I had enough stars on my shoulders to look like the Milky Way.

Not for all the money in seven war loans.

I used to think that the occupational maladies of journalism were sorely trying. I got them; sore eyes, ulcers, hemorrhoids and hangovers. But as the saying goes, they were no worse than a bad cold, compared to the sufferings of the PROs I saw in certain locations in the European Theater of Operations.

And to make it worse for the sorry creatures the general tendency is to regard them as having the jolliest, softest sort of a time. They actually are exposed to all perils of combat when they, in the course of their duties, get out to see for themselves what the score is. That's essential in order that they may be fully qualified to tactfully supervise coverage by war correspondents without having the correspondents, through nosiness or ignorance, be heroes of their own obituaries.

Then when the PRO gets back to the reputed safety of his desk, what happens?

**F**IRST of all the PRO has the problem of too many correspondents. There are approximately 1,000 war correspondents accredited to SHAEF. That's probably too many, but with all the heat that's on the government nothing could be done about it. The warm-up War of 1914-18 was excellently covered by about 14 correspondents for the U. S. and British press, so Stanley Grammer of Press Wireless told me. But this time if some guy from the *Bingville Bugle* or a literary lady from the *Tatting and Needlepoint Monthly* yowls loud enough that their publications are part of the all-out war, they get the SHAEF excursion.

The PRO has to see that the just and the unjust, the workers and the sightseers are provided with quarters, stoked with chow, provided with transportation and a driver, communication facilities, briefed for their junkets as much as is

necessary, possible and acceptable, and in general attend to the mental and physical comfort of the scribes.

Anybody who expects mental and physical comfort in covering a war is obviously somewhat balmy. That puts the PRO in the unhappy spot of trying to do the impossible for the impossible. The experienced newspapermen who are working in the war take a philosophical atti-

tude toward the PRO. If the PRO knows what it's all about they accept the errors of omission or commission as subjects to be mentioned and then dropped, but not to keep nagging about in the manner of a prudish wife who keeps picking on a husband just because he comes home late at night with rouge on his lingerie.

**T**HE war tourists sure can give the PRO a crown of thorns. And they are a necessary evil, apparently. If accrediting were more restricted there would be a loud bellow by flannel-mouthed congressmen and by journals whose representatives were denied the excursions. There would be marvelous demonstrations of writhing in agony for the American public not being allowed to get the truth, the whole truth and nothing but the truth about the war.

Nobody would come right out and mention that whether or not baseball leagues are going to run in 1945 received a hell of a lot more newspaper space and reader attention of the American public than reconnoitering expeditions, patrols and bloody, muddy fights in little towns that we can't pronounce; all of which in the course of a typical week of warfare cost the lives of hundreds of Americans.

Nobody howling that the freedom of the press had been curtailed by keeping the tourists at home would refer to the military personnel and equipment immobilized by an excess of so-called war correspondents.

But I also have my doubts that anybody would put on a big show in making a case for Paris fashion writers who have been accredited as war correspondents.

**S**O there has to be a surplus of war correspondents who are not entitled to credentials and facilities, but the PRO has to put up with them and pet them. People who are riding on a pass are a fussy class, generally.

But those headaches the PRO expects,

[Concluded on page 16]

By HERB GRAFFIS

HERB GRAFFIS is considering reserving a room in the Bughouse against the day, not far off, when he'll need it. The pressure bringing this on comes from five jobs:

Editor and publisher of *Golddom*.

Co-publisher of *Future*, official organ of the U. S. Junior Chamber of Commerce.

Editorial page columnist for the *Chicago Daily Times*.

Monthly contributor to *Esquire*.

News commentator five nights a week on *WIND*.

He is also president of the Headline Club of Chicago (Chicago alumni chapter of Sigma Delta Chi) and heads a committee now organizing a new Chicago Press Club.

Herb was born to his present harness, for his father was a reporter in Logansport and Terre Haute, Ind., and Sedalia, Mo., later becoming a publisher. While in high school in Chicago Herb became a cub reporter on the *Chicago American*. After a fling in technical trade paper journalism he returned to newspaper work on the *Daily Times*.

This article resulted from a recent trip to the front in France as war correspondent for the *Times*.

By PAUL BIKLEN  
AND  
ROBERT BRETH

**T**HOUGH the variety of journalism courses offered throughout the country is vast, few colleges or universities have given more than a brief nod to the employe publication as a field of vocational endeavor. That this has been so is no indictment of the policies of these learned institutions but rather it is the result of the immutable laws of supply and demand.

Percentagewise, the number of graduate students of journalism who through choice, or accident, have found their forte to be company-publication editing, rather than so-called legitimate newspaper work, have been negligible in the extreme. Ergo, the astute directors of schools could hardly be blamed for failing to include courses on the internal house organ as an important section of the curriculum.

The tremendous growth of the employe publication in the past few years, plus the crying need for men and management to have a common medium of expression, may have upset this journalistic applecart, thus creating a demand where little existed before.

At any rate, it is the purpose of this discussion to point out just how the embryonic journalism student—man or woman—just emerging from the chrysalis of college days may find the employe publication to be an outstanding job-opportunity for him from a long-range viewpoint or as an excellent proving ground on which to test his mettle.

**W**ITHOUT going into too much detail it may be assumed that the majority of



journalism students eventually find their niche in the newspaper, magazine, advertising, or free-lance writing fields. To attain more than a modicum of success in any of these chosen professions requires not only talent but patience and perseverance as well. And, while there is no shortcut to avoid hard work, it is the opinion of the authors that an original venture into the field of industrial journalism may not only ease these trials and tribulations but also serve as an attractive end in itself.

S/Sgt. Robert D. Breth



## Journalistic Job? Don't Overlook the . . .

Except in rare instances, it is hardly likely that the newly graduated student possesses a sufficient command of the necessary prerequisites of the internal and/or external house organ editor to slip gracefully and capably into the chair. But there is ample opportunity just short of this worthy position to enable him to acquire that, and other pertinent knowledge, in comparatively short order—and at an income which will equal and quite often exceed that of a direct apprenticeship in the news or advertising fields.

**I**T goes without saying that the editor of the employe publication must be a person of some ability who is worthy of a corresponding income. It is not entirely uncommon to find a competent editor of an internal publication frequently is the editor of an external house organ as well. Not only that but he is often called upon to produce such published items as employe manuals, yearbooks, ceremony pamphlets and many other brochures, surveys and prospectuses.

Varying with the size of the organization he may look forward to becoming the advertising manager, the public relations head, or industrial relations director. In other words, there is an unbounded opportunity for advancement, commensurate with the degree of skill and experience in the industrial editing field. And the stepping stone for many of these lucrative jobs is sometimes to be found in the position of a writer or associate editor of the employe publication.

To write ably about a variety of subjects demands an intensive study of the

THE QUILL for January-February, 1945





have a daily news bulletin, a weekly paper, and one or more monthly publications.

Paralleling the newspaper possibilities are layout and makeup in one or more colors, artwork, stock selection, cover choices, type faces, space selection, and other mechanical-production items. Editorially, the content coverage includes articles that are newsy, human interest, fictional and factual, technical, erasing, humor, drama and pathos. Here may be acquired a knowledge that can be invaluable in the national or local circulation fields—and again at an adequate income.

**T**HE youth who aspires to become a top-flight copywriter or an all-around adman can hardly do better than to try out his fledgling pen on the situations that arise in connection with the employee publication. The points stressed in the previous paragraphs might be said to go double here. There is no better way to learn how to write than to write. And when that writing is done under the supervision of an editor who might also be the plant adman, an unusual opportunity to learn advertising copywriting is presented.

Since campaigning is one of the main functions of the internal house organ—in connection with plantwide displays of posters, circular makeup and distribution,

## House Organ

conditions which make up and surround each individual case. Therefore, extraneous knowledge is acquired that can be put to a productive use other than in the field of writing alone. The apt novice, subjected to these conditions, readily fits himself for greater responsibilities of wider scope—and more income.

Editing the employee publication is in many industries as much a woman's business as man's. An able female editor, given an adequate indoctrination in plant operation, can match stride for stride her male counterpart. In fact, the incumbent president of the National Council of Industrial Editors' Associations is a woman. In some industries, of course, a woman will never be able to compete with a man because she is not physically equipped to absorb an indoctrination course.

**T**HE employee publication is an excellent medium to provide the young journalist firmly determined to be a newspaperman, with an all-around experience that will match the best. Granting the tutelage of a competent editor, his writing and general experience can run the gamut of almost any gradation of the daily or weekly paper, excepting possibly the huge metropolitan paper where specialization is carried to the extreme.

News stories, headlines, layout, makeup, circulation, editorials, features, births, deaths, marriages, articles, morgues; an intimate knowledge of these and many more tricks of the trade may readily be learned. Plus the intangible but important value of rubbing shoulders with people of all walks of life under countless different conditions. Editorial seasoning as to policy and purpose is thrown in for good measure.

**T**HE employee publication, whether it be newsprint tabloid size or slick stock magazine, and whether issued weekly, bi-monthly or monthly, combines the features of newspaper and magazine alike. While a small organization may only have one such publication, larger outfits may



Ens. Paul F. Biklen, U.S.N.R.

and all the other tools in the adman's possession—it is readily apparent that here lies the chance to acquire a very definite background knowledge of general advertising technique.

**B**Y working with a competent editor the ability to write can be developed as quickly as the inherent ability exists—and under professional guidance. As for facts, any large industrial plant is the practical equivalent of a small city. There are lives, loves, ambitions, failures, successes—true stories of humanity and how it functions—enough to fill volumes. It simply remains for the ardent freelancer to make suitable use of the material at his or her disposal.

Almost any way you look at it the employee publication is one of the big, bright opportunities for any student of journalism to consider—seriously. The fact that this section of the Fourth Estate has not

[Concluded on page 15]

**B**EFORE entering the armed services, Ensign Biklen and S/Sgt. Breth headed up public relations and employee morale activities at Henry Kaiser's plane plant, Kaiser Cargo, Inc., Fleetwings division. They published all house organs and other company periodicals.

Working as a team in writing about their teamwork, the two have authored articles on the same general subject in Editor and Publisher, The Publisher's Auxiliary, Printer's Ink and The Graphic Arts Monthly. This is their first appearance in The Quill. They have just completed a book on employee publications which soon will be published by McGraw Hill.

# A TEXAS EDITOR GETS UP IN THE MORNING TO

By WALTER R. HUMPHREY

**A**LL the battle-front coverage in this war isn't being done by the war correspondents at the front.

Some of it is being done at home.

Down here in Temple, Texas, we think we have turned up a tremendous amount of good battle copy to compare with that produced on the spot from many a "theater of operations."

The sources of live copy are inexhaustible, and some of the stories we feel have been as terrific in their appeal as some of the best stuff straight from the war fronts.

The basic reason has been that one of the army's largest general hospitals, McCloskey General hospital, an amputation and neuro-surgical center, is located at Temple.

But the real reason has been that we have taken the time . . . and plenty of time has been required . . . to give the hospital the attention it deserves and to exploit its endless potentialities.

I don't know, but from all I've heard, no newspaper in the country has done a more enterprising job in home-front coverage of battle casualties than the *Temple Daily Telegram*, and I doubt if any wire service at any point in the United States has been given a better break on live copy of this sort than has the *Associated Press*, of which the *Telegram* is a member, from Temple.

**T**HIS rather spectacular type of news coverage was started when the first convoy of battle casualties arrived at McCloskey General hospital.

We met every convoy, whether it came in by rail or air, and interviewed literally thousands of wounded men for their personal stories of combat.

We interviewed the men as they were waiting to be unloaded at the hospital. Those who could walk we accompanied to the mess halls and talked to them as they were being assigned. We finished the job in the wards.

## Battle Coverage Right at Home

The men, almost without exception, have been splendid. They have cooperated magnificently in helping get out to the folks at home the true picture of what they had seen and what they had been through.

And we have the unqualified cooperation and help from what we have come to believe is the best hospital command and the best army public relations set-up anywhere. Otherwise, it stands to reason, the job would have been as impossible as it was gigantic.

**T**HIS day-after-day meeting of convoys provided many complications and a severe strain on a staff constantly shot with personnel worries. But it was too good a story to drop and we stayed with it.

It was fun, despite the fact that most of the train convoys unloaded at dawn . . . and dawn is no time for a morning paper staff to get up and cover a story! For many months I made practically every one of these convoys myself, and I can truthfully say that a newspaperman never had a more challenging story to cover.

From a professional standpoint, it is interesting to note that we scored many newsbeats of state, regional and national scope through this battle casualty coverage.

The first story identifying the 35th and 45th divisions in connection with the landing at Salerno we broke, although the story with about 5,000 words of red-hot coverage for Texas and Oklahoma interest was not without its censorship repercussions. This was two months after Salerno, after all, but it was not until two days after we announced the arrival of

casualties from these two the war department made

"**F**IRST" casualty stories battles on both sides of of this practice of meeting these hospital-bound con

Other specific firsts in the United States against United States par first real story of the nadian-American Special German officer said, "If that, by God I'd lick the first interviews in the U edge, with wounded me regiment, 90 per cent of Heart in Italy.

Almost every convoy some spectacular drama some new development tale of American ingenu tide of battle.

They were all stories hadn't hit the wires from They were new, fresh. casualties by the army. these stories down here two weeks from the time a casualty!

That's better time than material from the men w

**M**Ixed in with these able to develop stories of in the army's successful and of diseases and other modern warfare in stran We printed one of the first, to come from army

The jungle disease, American soldiers becom months of the South P

Successful use of the lum, in repairing sh together nerves sever

Successful use and t sibilities opened up th drug, dicoumarol, in p

A miraculous series cillin's curing of severe injuries.

A continuing chain of field of new prostheses arms or legs, custom- in the re-training of

New developments in psychiatric patients, from the public mind patient is "nuts."

And many others, par heroism and sacrifice on ical science's battles to life as nearly normal as

**I** M AGINE most army same fertile field for col this great hospital at Te But the stories have t developed. Letters from testify to the official app been trying to do.

There are periods wh overwhelms us and we endless potentialities.

After all, we're cover field! That's some battle staff.

[Conclud

While Walter Humphrey interviewed wounded soldiers from the battle fronts of the world inside this A. T. C. plane (see cover photo), hospital attendants transferred patients to waiting ambulances for removal to McCloskey General hospital, huge army amputation and neuro-surgical center in Temple, Texas.

Photo by U. S. Army Signal Corps





## TO GIVE AMERICA—

from these two battle-scarred divisions that the War Department made the designations official.

casualty stories from several other major battlefronts of the world were produced out of the office of meeting and servicing-for-news all the battle-bound convoys.

Specific firsts included: an exclusive break in the United States on the atrocities committed by the German States paratroopers in Normandy; the story of the famed super-commando Canadian Special Service Force of which a writer said, "If I had a handful of men like I'd lick the whole Russian army"; the news in the United States, to our knowledge, of the Japanese-American per cent of whom earned the Purple Heart.

Every convoy developed some big angle, some dramatic drama of courage and fortitude, some development in fighting technique, some American ingenuity at work in turning the tide.

In all stories, without exception, which came from the wires from battle-front correspondents, new, fresh. With the rapid handling of the army, we could break many of the news down here in the heart of Texas only a short time from the time the man left the front lines.

More time than we get much of the feature from the men writing the news at the front.

With these battle stories we have been developing new methods and techniques of successful treatment of battle wounds, diseases and other illnesses which accompany warfare in strange climates.

And one of the very first stories, if not the first, from army hospitals on these subjects:

Single disease, filariasis, with which many soldiers became infected in the early stages of the South Pacific campaign.

Full use of the new wonder metal, tantalum, for repairing shattered skulls and sewing nerves severed by shellfire.

Full use and the amazing horizon of possibilities opened up through the use of the new penicillin, in prevention of blood clotting. A series of case histories in penicillin curing of severe infections following battle.

An unbroken chain of spot developments in the new prostheses for men who have lost limbs, custom-made for each patient, and the training of amputees.

Developments in the treatment of neurotic patients, with a campaign to erase from the public mind the false idea that an "NP" is a nut.

And others, paralleling the great stories of sacrifice on the field of battle with medical advances to return casualties to civilian life as normal as possible.

Most army general hospitals offer the field for colorful, dramatic copy as does the hospital at Temple.

Stories have to be mined. They have to be Letters from the army's surgeon general for official approval of the kind of job we've done.

Periods when the avalanche of casualties comes and we miss the boat on some of the essentialities.

We're covering every American battle—some battlefield coverage for a small local

---

Walter "Hump" Humphrey, shown here at the stone in the Temple Telegram shop, was graduated from the University of Colorado nearly 20 years ago, worked for Scripps-Howard in Fort Worth, then teamed with Frank W. Mayborn, a college friend, to buy the Temple daily. Mayborn, publisher, is now a captain on General Eisenhower's staff in Paris.

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### About the Author

**T**HE Texas Associated Press managing editors association passed a special resolution of appreciation for Walter R. Humphrey's coverage of the news of the army's great center for returning wounded, McCloskey hospital, at Temple.

"Walter Humphrey, editor of the Temple Telegram and past national president of Sigma Delta Chi, has made one of the finest contributions to the war effort of any civilian I know," said Frank H. King, head of the AP organization in Texas.

"He has developed stories, in number and quality, like a war correspondent. From as far away as Canada, Hawaii and Latin America, Humphrey's coverage of the wounded men flown to Temple from the battle fronts has been appreciated. Nothing has been too much trouble for this editor and his slim staff to handle. Any hour of the day or night finds Temple alert with the heroic, the tragic or the human story of broken fighting men home from the fronts. On some days two or three convoys have arrived, and planes have landed other wounded men direct from ports.

"Walter Humphrey's creed of wartime work and service as a small city editor makes one proud to be in the business of gathering and writing news. For Walter, all this is just a part of his wartime effort, because community projects, his seven-day column 'The Home Townner,' the usual struggle to keep a staff together and all the other editorial jobs continue as a part of the daily grind. But it is never a grind to one who works with his devotion and inspiration.

"As an Associated Press sketch about Humphrey which was printed in many Texas newspapers said: Texas newspaper editors, each in his own way, have done their share on the home front, and some of them have done more than their share.

"Such an editor is Walter Humphrey, whose friends in Central Texas say that 'everything good' in Temple has his support and that many such movements, activities and enterprises were inspired or started by him."



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It's a symbol of distinction in your daily associations—whether it be the badge, key, or the handsome ring illustrated here.



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Badge—\$5.00; Key—\$6.00. Add Federal 20% tax, and state tax.

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## • THE BOOK BEAT •

### You Can't Do That

**LEGAL CONTROL OF THE PRESS**, by Frank Thayer. The Foundation Press, Inc., Chicago, 1944. 608 pp. \$4.50.

**EXACTLY** what a publisher can, or cannot, do without running afoul of some of the controls which apply to the press today depends almost entirely upon the detailed circumstances in each individual case.

Nevertheless, there are broad, basic, determining factors which Prof. Frank Thayer has covered with a wealth of detail in his thorough treatment of the entire subject of legal control of the press and the rights which the press enjoys.

More than half of his book is a case history of "can" and "can't" covering libel, privilege, privacy, and contempt as they operate as controls or restrictions upon publication, making this a most practical portion for publishers, editors, copyreaders, and reporters.

Prof. Thayer, a member of the Illinois bar, is a professor of journalism and a lecturer on law of the press at the University of Wisconsin school of journalism. His book is the result of nearly seven years of research accompanying his class and seminar teaching at the university, reviewing the historical background of legal controls and the evolution of our current conception of freedom of the press from early England to present day America. Indexing of the volume is by legal citations governing cases used as examples, as well as by subject, and the text includes the author's comment prepared for the Associated Press in the defense of its still pending monopoly suit.

Liberty of the press is a qualified right, Prof. Thayer points out, and the restrictions which apply become operative after publication of any matter injuring the personal or property rights of an individual or offending state or federal statutes. In the broadest sense he finds freedom of the press meaning no previous censorship, no prosecutions for free expression other than on widely accepted principles of the general law, and no interference with lawful distribution.

Rights of the press, including property rights in news, right to refuse service to advertisers or customers, access to public records, radio competition, and the right to report and comment are treated at length in this book which is designed as a college textbook but also serves as a handbook for all newsmen and their legal counsel.—WILLARD R. SMITH.

### Political Passport

**DICTIONARY OF AMERICAN POLITICS**, by E. C. Smith and A. J. Zurcher. New York: Barnes & Noble, Inc., 1944. 358 pp. \$3.00.

**F**REQUENTLY as a newspaperman prepares to write on public affairs, he finds that the ordinary dictionary does not supply him with enough information about the meaning of words and phrases.

This new edition of a *Dictionary of American Politics* contains 3,020 entries and will give the searcher the back-

ground and meaning of things ranging from the Bank for International Settlements to gerrymander to pitiless publicity.

With the increased importance of government in American life, feature writers and editorial writers find themselves called upon more and more to discuss affairs of national and international importance on short notice. It is for persons in this position as well as any writer who wishes to be more fully informed about political subjects, that this dictionary is a necessity.

The general subjects covered include: National government, state government, municipal government, local government, public finance, legislative methods, political history, constitutional history, judicial procedure, suffrage and elections, public opinion, political parties, public law, political theory, public administration, international law, and American foreign relations.—DICK FITZPATRICK.

### Clapper's Comments

**RAYMOND CLAPPER: WATCHING THE WORLD**. Edited by Mrs. Raymond Clapper. Introduction by Ernie Pyle. New York: Whittlesey House, 1944. 372 pp. \$3.00.

**M**ILLIONS of Americans from 1934 to 1944 were daily "watching the world" with Ray Clapper.

When Clapper was killed in the Pacific last year, where he was reporting the war at first hand for the American people, it was a tremendous loss to American journalism. In a very minor way, this book will serve as a memorial to one of America's greatest newspapermen.

Mrs. Clapper has selected portions of the late columnist's columns, broadcasts, and magazine writings and arranged them according to subjects.

Clapper was a member of Sigma Delta Chi, and was the society's national honorary president in the late thirties. Of most interest to SDX men are Clapper's thirty-five pages of comment on journalism. A few of his observations follow:

"If a writer cannot be completely objective, he can be independent. To be fearless and objective is an achievement in our business. It is an achievement for a human being, beset as we all are with countless little half-hidden fears, to take the cold facts and lay them on the line. A thousand little inhibitions stare up at us from our typewriters. They say don't use this and don't use that. The facts are in hand but sometimes it takes a muster of cool determination to put them down in print.

"I believe there is a place for a truly independent column. I believe there is greater need than ever for a column which plays the game, not of some party or candidate, but of the independent newspaper reader who is trying to think his way along."

Although Clapper was writing comment on news of the day, his words read well years later and frequently are inspiring and encouraging.—DICK FITZPATRICK.

THE QUILL for January-February, 1945

## LIVING BOOBY TRAP

# Wired to Mine 70 Hours, G.I. Lives to Tell Story

TEMPLE, Tex.—(AP)—Pvt. William H. Edwards' foot was blown off and he was crying for water, but the three Germans ignored his pleas.

They wired explosives to his body, and left him—a human booby trap.

Edwards, now at McCloskey General Hospital here, told how he knew that if he moved he was doomed or if help came when he was unconscious, he and his rescuers would be killed.

HE LAY for hours in the Huertgen Forest, under a constant artillery barrage.

Edwards, of the 4th Infantry Division, had begun what was to have been a 40-minute night patrol.

Near the German lines, he stepped on a mine which blew off his foot. He could not bandage his wound, but fortunately it was one of those curious injuries in which the veins and arteries are forced upward so they are, in a manner, sealed.

AT 10:30 A.M. he called for a medic. Twice the American medic tried to get to him, but German fire drove them back.

When darkness of the second night fell, three Germans came.

He asked for a drink of water. They refused it. They took his field jacket, divided up five packages of cigarettes in his pockets, then set to work booby-trapping him.

"I LAY on the charge the next day and into the night," he said. "I smoked some cigarettes the Germans failed to find in my shirt pocket. I sure thought I was a goner. I knew I would never leave the forest alive."

About 2 a.m., two men of another company came in to get the wounded. Still conscious, he directed the cutting of the wires to the charge under his back. And they carried him away.

He had lain there for 70 hours.

## Don't Overlook House Organs

[Concluded from page 11]

been more prominently recognized heretofore has stemmed not from any absence of inherent importance of the field but rather because the number of jobs available in this work were relatively few. That's changed, now, changed especially because of the phenomenal growth of the internal house organ throughout World War II.

It would not be difficult to list a handful of real-life case histories illustrating how many successful newsmen have used their house-organ experience as a springboard to the daily paper work. And that goes, also, for magazine editors and advertising men. But what is even more telling is the fact that a reverse procedure has also taken place. So important has the employe publication become that some of the best newsmen from the best dailies have moved into the editorial chairs of industrial organizations.

How to break into the employe-publication field? No tricks to this. Best bet is to acquaint yourself, as thoroughly as possible, with a company's publication before you try to nail a job. That's just good common sense. As for the specific job to seek, look primarily for the place where you can work under the supervision of a seasoned, capable editor. Your

training under such a person will pay off well if and when you want to tackle a more responsible and higher-paying opportunity. And unless we're far wrong in our observation of enterprising journalists, you'll do just that.

Growth of the company house organ as a medium for employe and public relations is evidenced by the fact that the new Printer's Ink Directory of House Organs lists 5,100 company magazines published by 4,016 concerns.

CAREY THOMAS (Florida '31) has been transferred to the Philadelphia office of the AP from Louisville.

GABE PARKS (Kansas '43) will join the editorial staff of the Topeka (Kan.) Capital following his release from the Navy this month.

LYLE C. WILSON (Missouri '22), member of the Washington bureau of United Press since 1924 and bureau chief for the past 11 years, has been elected president of the Gridiron club for 1945. He succeeds Charles Orville Gridley of the Chicago Sun.

## Battle Coverage

[Concluded from page 13]

But it's almost like being up there when the firing is heaviest. We feel it's that kind of assignment.

It is paying off in good copy, in reader interest, and in almost a war correspondent's thrill although all of our battle fronts are thousands of miles from the Telegram's editorial office.

The Associated Press story at left appeared in member newspapers from coast to coast February 8. It illustrates one kind of war story Walter Humphrey is "mining" far from the battle front.

This clipping was taken from the Chicago Daily News.

Plans are underway for a SDX week on the DePauw university campus in April, to celebrate the 36th anniversary of the founding of the fraternity. CLAUDE MAHONEY (DePauw '28), newscaster for WTOP in Washington, is tentatively scheduled to speak.

Newspaper editors and publishers are asked to register for employment with the Pennsylvania Newspaper Publishers' Association, Telegraph Bldg., Harrisburg, Pa. We have immediate opening for experienced editor-manager weekly newspaper.

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# City-Room Gremlins

By KARL KEYERLEBER

ONE of the things that former Rubber Czar Jeffers complained about in the Office of War Information report over which he disputed with Elmer Davis was the statement that the rubber situation "would darken before it becomes lighter."

Jeffers said it wasn't true. I wouldn't know about that but I wonder if he has considered the possibility that someone in the OWI merely stumbled over a cliché and didn't really mean what those words seem to say.

"The situation will get worse before it gets better," which is the usual way of putting it, is one of those combinations of words that always seem to go together, like ham and eggs, in the minds of unwary writers. They often slip into places where they are not meant literally because they are so nicely rounded and polished from frequent use they drop into sentences almost of their own volition.

NEWSPAPERMEN are constantly falling over them. A poor writer just picks himself up and goes on as if nothing happened; a good one learns to be vigilant in dodging their snares.

People always seem to be dying "suddenly." When it rains on an autumn Saturday half the correspondents in the country rush to the telegraph offices to report that the local football game was played "in a sea of mud." The other half call it a "veritable quagmire."

Crime stories used to turn them up in

volume. The victim, who had been beaten "about the face" with a "blunt instrument" would "fall with a dull thud" and be found lying in "a pool of blood," whereupon he would be "rushed to the hospital" while the assailant made his escape in a "high-powered car." Possibly a "blue steel revolver" would be found lying about somewhere as a clue. Or the "lethal weapon" might be a shotgun, in which case

**F**ROM time to time The Quill presents articles, sometimes long and sometimes short, having to do with newspaper style, good and bad writing, the use of words, etc., all intended to aid the newspaper worker seeking to improve his or her copy.

To those that have gone before, we are glad to add this brief but meaty article by Karl Keyerleber, for more than 17 years a member of the Cleveland (O.) Plain Dealer staff. His remarks appeared originally in the Plain Dealer's lively house organ, the PD.

the assault would be described as a "shot-gun blast."

PHRASES like that roll glibly off the tongue, to say nothing of the typewriter. They are the Gremlins of the city room and a reporter usually lards his stories with them without recognizing them until he learns his way around. Then he tries to avoid them if he wants to keep a friend on the copy desk.

We once had a cub reporter in the sports department whose copy dripped with such phrases as "colorful ceremony," "riot of color," "tried and true," "bore the brunt," "time-honored custom," a "salvo of applause," "dogged determination" and similar gems.

A desk man, surprised at the flow, did a little investigating and found the cub had studiously compiled a list of bromidic expressions which he drew on whenever he wrote a story. He thought they were good. So they were—once.

NEWSPAPER editors today are harvesting a brand new crop of clichés to take their places with those mentioned.

Part of the crop is war terminology, more is what has been called "officialese," a cant peculiar to Washington and its representatives. Things are done "at the national level" or some other level. Information always is "channeled" to the desired medium or to the public, the desks of bureaucrats are covered with "directives" which must be "implemented." Prices never rise, they "spiral upward."

Dean Landis, the former Office of Civilian Defense chief, got off some officialese that will live, though not for the reason that it will become common usage, when he urged the "obscuration" of buildings in black-outs and suggested as one means of achieving that result the "termination of illumination."

## More Gremlins

As though to provide an addendum to Karl Keyerleber's piece above, *Time* magazine for February 19 led off its Press section with the following:

### Federalese Dis-O.K.'d

Federalese, the bureaucrat's way of making simple speech complex, has more than once curled the nostrils of Manhattan's liberal Republican *Herald Tribune*. It has sniffed at such examples as "directives" for orders, "alerted" for being put on one's guard, "dis-O.K." for withdrawing approval, "de-activate" for abolishing. Last week, the *Herald Tribune* nosed out a new one. A Government official had written: "We should now plan definitely to bifurcate in Rome."

"Well, why not?" asked the *Herald Tribune*. "'Bifurcate' means simply to divide into two branches, and that's what the man meant. . . . As Lincoln might have said: 'A house bifurcated against itself cannot stand.'"

## Pity the P. R. O.!

[Concluded from page 9]

just as a dog expects fleas to keep him reminded he is a dog.

Then there is the matter of the women correspondents, of whom there are possibly a half dozen in the European theater who are not merely nuisances, according to expert appraisal of considerate male colleagues. They, of course, want to "be treated just like the boys." The PRO worries about applying that policy to a straddle trench and wishes devoutly that the female correspondent could be kept to areas in which there are WACs so the problem of the powder-puff room would not be among his perplexities.

Unfortunately also for the PRO the young men in armed service don't understand that it is rather difficult to get names and addresses of all the boys and details of their performances into the hometown papers as long as there is a newsprint shortage and as long as war is such a big and calloused business that the word "only" is often used in dispatches telling of losses of American life in battle.

Some very able fighting lads may not be as smart as they should be. They can't understand why something they did in battle that cost them their arms, legs or eyes may or may not get a few lines in the papers, but if Tommy Manville takes

unto himself another broad on a strictly cash basis that performance is certain to get a big play with pictures. The PRO, as the man who is supposed to see that the fighting services get their due in newspaper recognition, is considered by some men of his outfit as being responsible for the disparity in space given the gleefully uxorious Manville and that given the war combat casualty.

**T**HE best the PRO can get in trying to figure out the answer is a manic-depressive cluster on the imaginary Purple Heart he's given himself as a victim of insomnia and nervous indigestion.

Why the PRO's duty shouldn't quickly make him a heel of the foulest type is beyond me. Even more bewildering is the fact that those I met as a pinch-hitting war correspondent were such swell guys. They must have been trained by being clouted with ballbats and chased around training camp by savage characters poking blazing flame throwers at their rear echelons.

It could be that their present jobs are somewhat of an improvement, but sometimes I have wondered.

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# News Notes on Newsmen—and Others

## New Press Club

Organization of a new Chicago Press Club is nearly complete. A committee of Chicago editorial men headed by Herb Graffis, *Daily Times* columnist, and including representatives from all Chicago newspapers and wire services plus a few others in miscellaneous editorial fields, has selected a location for club rooms and is now working out financial details.

A constitution and by-laws patterned after those of the National Press Club, Washington, D. C., are under consideration. No members will be taken from non-journalistic occupations. Publicity men will be admitted on a highly selective basis, according to the committee.

"Every effort is being made to insure the club's success before we start to operate," said Graffis. "We know the pitfalls of such clubs, both from the financial and membership standpoints. We intend to follow a conservative financial course and to exercise the greatest care in accepting membership applications."

Graffis is currently president of the Headline Club of Chicago.

## Wilkins Freed

FORD WILKINS (Minnesota '24), city editor of the *Manila Bulletin* until his internment after the Japanese invasion, was among the first to greet American soldiers after a liberating cavalry tank crashed through the Santo Tomas internment camp gates February 3.

LT. LOUIS B. ENGELKE (Texas '41), announcing the birth of a daughter, Cameron, in San Antonio, also paid high tribute to Ernie Pyle (Indiana '23). He wrote by flashlight from an overseas battlefield to say, "Send us another real war correspondent who is a reporter. Ernie Pyle's name will live on in the minds of the soldiers of this war as the greatest of all newspapermen. He is our friend."

BEN KARTMAN (Illinois '23), make-up editor of the *Chicago Daily News* for 19 years and at one time Chicago correspondent for *Editor & Publisher*, has joined the Chicago office of Howard Mayer & Associates, publicity firm.

DARRELL GARWOOD (Iowa '31), of Silver Spring, Md., a past president of the State University of Iowa chapter and a delegate to the national convention at Minneapolis in '31, has written a biography of Grant Wood, published by Norton under the title *Artist in Iowa*. Garwood worked 10 years for *INS*, and for the last two years has been writing South American copy for the Co-ordinator of Inter-American Affairs.

JOHN H. SKINNER, JR. (Purdue '33) has been appointed editor-in-chief of the Society for Visual Education, Inc. He will coordinate editorial activities in the production of educational slidefilms and accompanying manuals. Skinner served in the armed forces for 18 months in the plans and training section of the Coast Artillery. Prior to his military service, he was an editor for the Agricultural Adjustment Administration and Extension Service.

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## Dean to Dr.

DEAN JAMES L. C. FORD (Wisconsin Professional '39) will take an eight-month leave of absence from Montana State University school of journalism for work on a doctorate degree at the University of Minnesota. In his absence, Associate Professor Andrew C. Cogswell will serve as acting dean of the journalism school.

Dean Ford will study in the combined fields of education and journalism, continuing work started at Stanford University. A graduate of Lawrence College, he obtained an advance degree at the University of Wisconsin.

Before his appointment as dean in September of 1942, Ford taught at the Universities of Oregon, Wisconsin and California at Berkeley. He has been employed by the *Chicago Tribune*, *Associated Press*, and *United Press*.

## Mizzou Initiates

Eight new members have been initiated into the University of Missouri chapter. They are James Grieves, William Lee, Robert Vance, Charles Geiger, Lester Tompkins, Raymond Wu, the Rev. William Berry, missionary to Brazil, now on leave to study journalism, and Kenneth Harrison, instructor in radio journalism.

Raymond Wu, initiate from Canton, China, spoke at the initiation dinner. Guests included four Latin American editors who are taking courses in the Missouri school of journalism under the auspices of the Coordinator of Inter-American Affairs. They were Aristides Ty-paldos, assistant manager of the *Panama Star-Herald*; Humberto Silva, cable editor of *El Comercio*, Quito, Ecuador; Ricardo Marinho, news editor of *O Globo*, Rio de Janeiro, Brazil; and Luis Esteban Rey, formerly of *Ahora*, Caracas, Venezuela.

## Gift for KSC

Kansas State college president MILTON S. EISENHOWER (Kansas State '19) has announced the receipt of a gift of \$3,000 from Fay N. Seaton, Manhattan publisher, to be used in setting up a scholarship fund in the department of industrial journalism and printing.

Fay Seaton and his sons, FRED A. SEATON (Kansas State '31), general manager of the *Hastings (Neb.) Daily Tribune*, and RICHARD M. SEATON (Kansas State '34), manager of the *Manhattan Mercury-Chronicle* and *Manhattan Republic*, have long been interested in the journalism department at the college. More than 80 students of the departments have earned part or all of their college expenses by working for the Seaton publications.

Fay Seaton is publisher of the *Manhattan Mercury-Chronicle* and *Manhattan Republic*.

ALFRED CROWELL (Northwestern '39), until recently managing editor of the *Middletown (Ohio) Journal*, is the new acting chairman of the school of journalism at Kent State University, Kent, Ohio. He succeeds Frederick B. Marbut, who has been appointed associate professor of journalism at Penn State.

## First for Edwards

Webley Edwards (Oregon State '28), CBS war correspondent in the South Pacific, representing the combined networks, and William F. Tyree, representing the combined American press, took off from the Marianas February 18 to fly over Iwo Jima to watch the 800-ship invasion. Edwards' Navy photographic plane was "Lucky Louie," Tyree's had the monicker, "The Lemon."

Both lived up to their names. "The Lemon" sprang a leak three hours out and returned to base with its disheartened correspondent. "Lucky Louie" made the round trip safely and Web Edwards got a world beat on the eyewitness story.

At Oregon State Web Edwards was both president of the Sigma Delta Chi chapter and a star quarterback. Corresponding for the *Oregon Journal* and the *Seattle Times* helped him pay his way. After college he broke into radio in Honolulu, soon won renown among networks listeners for his "Hawaii Calls," a weekly feature. He was program director of KGU at first, later went to KGMB, where he was elected vice president of the Honolulu Broadcasting company. He left the radio company to become CBS' principal correspondent in the Pacific theater.

## Ainsworth Wins

ED AINSWORTH (So. Calif. Pr. '41) of the *Los Angeles Times* is the winner of the American Legion editorial appreciation award for 1944. His editorial was entitled "This War, Private Jones." C. S. RYCKMAN (Neb. Pr. '31), *San Francisco Examiner*, received "special" honorable mention.

Ainsworth was runner-up in the same editorial contest last year. He is the author of "Pot Luck," and a new novel entitled "Eagles Fly West," which will soon be brought out by Macmillan's.

LAURANCE B. SIEGFRIED (Syracuse Pr. '41) has been appointed professor of graphic arts and head of the Department of Printing at Carnegie Institute of Technology, Pittsburgh, effective July 1. At present he is university printer and associate professor of journalism at Syracuse university. Siegfried has been prominent in the printing and publishing field for many years, having written numerous articles and a book on the subject.

MAJOR NORTH CALLAHAN, executive officer of the Recruiting, Publicity Bureau of U. S. Army, Governors Island, N. Y., was initiated into the New York professional chapter of Sigma Delta Chi November 29. Major Callahan attended Tennessee Military Institute and the University of Chattanooga.

Major Callahan has had a distinguished career in educational, public relations and newspaper work. He is now editor of the monthly, *Army Life*.

JACK BELL (Illinois '23), formerly with the *Miami (Fla.) Herald*, has joined the *Chicago Daily News* Foreign Service as a war correspondent.

# THE WRITE OF WAY

By William A. Rutledge III

## Writing in "Basic"

**W**ITH their eyes on a world-wide market, the movie producers of the Lloyd Douglas best-seller, *The Robe*, have had all the dialogue written in Basic English. It is expected to screen the movie in Spain, Russia, France, Portugal, Italy, China—as well as all nations which speak those languages. In addition the film will be distributed to nations with the one-third of a billion English-speaking peoples.

Basic English is a war development, a war necessity. The entire language has been condensed into 850 words, chosen as the simplest and most serviceable of all the words in the language. These 850 words have been published in pocket dictionaries.

Foreign trainees in the U. S. for military purposes are schooled in Basic English. American implements of war, going to far-flung Allies throughout the world, are accompanied by Basic English instructions and directions. Basic English dictionaries will be widely distributed throughout the world and will become the medium by which foreign visitors will seek to converse with English-speaking peoples.

**W**ORDS chosen for this compendium are 400 nouns, 150 words pertaining to qualities, 200 words pertaining to pictorial matters, and 100 so-called operational words. Compiling these words was a scholarly task undertaken by experts in the language.

Prime Minister Churchill has lauded its effectiveness, referring to the facility with which Americans could go to every part of the British Empire and be readily understood—by means of Basic English.

Of course, the film production of *The Robe* lends itself more readily to Basic English than perhaps a story or article in present days terms. The Douglas novel is a dramatization of First Century Christianity and, as such, is free from all slang,

wisecracks, and words born during World War II.

The significance to Hollywood, and to the writing business in general, is that it is possible to narrate a full length novel for the screen—essentially an action picture—in terms of Basic English. Frank Ross of the production staff testifies that none of the force or beauty of the story was sacrificed in transcribing the script within the limitations of the 850 Basic English words.

**A**LL through school we were taught that simple words carried the greatest punch. The classic comparison of the simple and direct in contrast to the flowery and over-written has been the two speeches made at the dedication of the Gettysburg battlefield. Lincoln's concise and simple address has been memorized and delivered by more people during their lifetime than perhaps any other English composition, with the exception of religious passages. Edward Everett Hale's long-winded speech on the same occasion has been buried deep in archives of Civil War history.

Literary spokesmen in Hollywood credit some measure, at least, of the popularity of *The Robe* to the simple English in which Douglas wrote the novel. It is that simplicity of expression which is essential for widespread acceptance and understanding.

American authors of the postwar era will have their eyes on potential reader audiences in many parts of the globe; just as the film scenario writers are slanting their scripts towards a global theater audience.

The simple and direct words of the Basic English dictionary will be guide in winning wider audiences throughout the world. Books, magazines, films, radio programs, and newspapers cannot be acceptable in other parts of the world unless they are first understood.

Now that sounds logical enough, doesn't it?

See you next issue!



Lt. Quimby Melton, Jr.

tell even her "Generals" and we are as perplexed as they.

Home news and features come from the Army News service which also performs an excellent task.

**P**ROBABLY the most popular magazine in this theater, rivaling even *Whiz Bang Comics* which the GI's refer to as O.C.S. manuals, is *Yank* magazine. It is distributed free to men in combat areas and sells for the equivalent of five cents in quieter zones.

*Time*, *News Week*, and other news magazines are always welcome here. They publish special editions in a very small format and are distributed by the Army Service Forces gratis to soldiers. Usually the editions are weeks old when they reach us but they are always popular and there is a scramble for the copies which pass from hand to hand until completely worn out.

"Time on My Hands" might well be the theme song of the New Guinea soldier. Between engagements he has little or nothing to do besides his military duties. There is no wine, except a specie called jungle juice roughly resembling a Molotov cocktail and prohibition red-eye, no women, and only ribald song.

To fill his time the soldier has become news-conscious. He discusses news and his paper seriously. It's a good clientele and can be held after the war.

The most serious problems to overcome will be the average soldier's disgust for sensational "news" stories and the comparatively dull stories which may mark the postwar era. No soldier will get an escapist thrill by reading a gangster shooting match yarn when he has killed plenty of gangsters himself.

The hope for retaining this huge list of subscribers lies in local, local, local news. Here anything to do with America is tops in reader interest. At home anything to do with community news will be received in the same manner.

The soldier has come to appreciate his home town and his home state more than ever before and his interest in the newspaper which features local news will not waver.

## Presentation Is Important

[Concluded from page 6]

of his organization. No division is without its mimeographed news sheet and most regiments have one of their own.

In the Sixth Infantry division the *Cockatoo* (named for the parrot-like bird) provides as complete a national news coverage as any metropolitan daily back home. It usually is composed of six pages of two columns each.

Most of the news is obtained from Australian, American, and British broadcasts given at dictation speed, which is a great convenience to the GI rewrite man!

Often the staff of the division newspaper is composed of experienced news men. But as often as not the staff is composed of inexperienced men who have learned the tricks of the trade and are doing a splendid job. No division is

without its news orientation course consisting chiefly of lectures.

**P**RIMARILY the papers cover important war and domestic news but frequently a column of local stories entitled "News Back Home" is published. There is an editorial page which is avidly read.

Even our mimeographed *Cockatoo* has succumbed to the Pin-Up fad, much to the soldiers' delight. Miss Lace, the curvaceous lass of Milton Caniff's "Male Call," is the GI darling. She rivals Miss Grable in popularity.

GIs discuss Miss Lace's points, merits, and demerits as seriously as they discuss postwar plans, in fact more seriously. We still are wondering if Lace is the lady's last or first name. She refuses to



## Two Memorial Funds Established to Help Sons of Ralph Peters

Late Quill Editor's Memory Honored  
by Detroit, Chicago Groups;  
Contributions Invited

**M**EMBERS of the Detroit Professional chapter have started an educational fund for Philip and Richard Peters, sons of the late Ralph L. Peters, editor of *THE QUILL* for 14 years until his untimely death last August, and an organizer of the present Detroit chapter. The project was introduced at a recent meeting, at which "Singapore Joe" Fisher was guest speaker.

The fund has been set up in the Wabeek bank under the title, "Sigma Delta Chi Fund for Philip and Richard Peters," and will be given equally to each boy when he attains his eighteenth birthday, or may be administered by Martha M. Peters, Ralph's widow, if a previous need should arise.

Father of the plan is Anthony G. De Lorenzo, retiring president of the Detroit chapter, assisted by the other officers, with special credit going to Leonard Westrate and Lt. Orien L. Fifer.

Hundreds of members of Sigma Delta Chi in North America and overseas have benefited by Pete's labors as editor of the magazine and from his encouragement to budding talent, both as magazine editor and as an interested and diligent national officer. Any who care to contribute to the educational fund in his memory are encouraged to send checks made payable to the fund (see above) to Fred A. Huber, Jr., Olympia Stadium, 5920 Grand River, Detroit 8, Mich.

**EDITOR'S NOTE:** A small group of Ralph Peters' more intimate friends in Chicago, acting independently of the Detroit group, have started a memorial fund for Pete. This fund is being held at National Headquarters. It will no doubt be consolidated with the Detroit fund either in Detroit or at National Headquarters. Accordingly, donations will be properly handled either at the Detroit address above or at National Headquarters.

**ARTHUR W. SUSOTT** (Wisconsin '29), formerly chief of the regional division of information, Soil Conservation Service, Spartanburg, S. C., is now chief of the regional marketing reports division, office of marketing services, War Food Administration, Atlanta, Ga.

A \$500 annual scholarship has been established at DePauw university by the Indianapolis *Star*, through **EUGENE PULLIAM** (DePauw—Founder). This scholarship will be awarded each year to the junior student who shows greatest promise in the field of journalism, and will be paid to the student during his senior year at DePauw.

**WILLIAM F. STEVENS** (Montana '40), formerly publicity account executive with Ketchum, MacLeod & Grove, Inc., in Pittsburgh, is now managing editor of the *Western Livestock Reporter* in Billings, Montana.

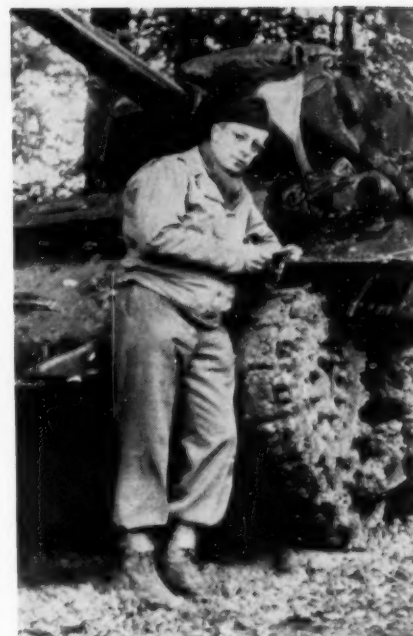
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## ★ ★ ★ ★ ★ ★ ★ ★ GOLD STARS

★ ★ ★ ★ ★ ★ ★ ★

### Jack Frankish

Jack Frankish (Southern California '35), 30, United Press war correspondent, shown as he leaned on a tank while preparing a story in Luxembourg, was killed December 23. His widow, Mrs. Barbara Frankish, lives at El Centro, Calif. Frankish served in the Philadelphia, Cleveland and Miami bureaus of the UP before being named Ohio Valley division manager with headquarters in Columbus. He was transferred to New York in January, 1944.



★ ★ ★ ★ ★ ★ ★ ★



★ ★ ★ ★ ★ ★ ★ ★

### W. H. Denlinger, Jr.

W. H. Denlinger, Jr. (Penn State '44), who died in Mercy Hospital, Pittsburgh, as a result of spinal injury sustained in maneuvers while taking basic training at Camp Wheeler, Ga. He had been discharged from Lawson General Hospital, Atlanta, September 8, 1943, seven months before his death.

★ ★ ★ ★ ★ ★ ★ ★

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### Philip A. Wilheit

Capt. Philip A. Wilheit (Georgia '41) of the U. S. Marine Corps was killed leading an attack against the Japanese at Cape Gloucester, New Britain. The Navy announcement also said he had been awarded the Navy Cross posthumously. Capt. Wilheit was state news editor of the Augusta (Ga.) Herald before he joined the Marines in 1942. He is survived by his wife, the former Eleanor Miller, now of Griffin, Ga., and his mother, Mrs. J. E. Wilheit of Augusta.

★ ★ ★ ★ ★ ★ ★ ★



## SERVING UNCLE SAM

LT. THOMAS L. VICKERMAN (Northwestern '29), formerly with the *Chicago Daily News*, has been transferred from Camp Roberts, Calif., to the Sixth Service Command, with headquarters in the Civic Opera Bldg., Chicago.

LT. WILLIAM H. TAFT (Missouri '38) is an instructor in the Intelligence Department at the Combat Crew training center at Rapid City, South Dakota. His wife and daughter are with him.

PVT. HAROLD C. BRUNNER (Marquette '29), who for 16 years operated the Wisconsin Trade News bureau in Milwaukee, is now serving in the communications branch of a Y-Force headquarters across Salween River in Western Yunnan, China. Brunner, a member of the Y-Force liaison team sent into the Salween combat sector to render technical and medical assistance to the Chinese troops and to advise the Chinese commanders, crossed the Salween in a rubber assault boat shortly after the Chinese launched their attack against the Japs.

2ND LT. SID A. LEVY (Michigan State '43) is on the staff of the *Quartermaster Training Service Journal*, official weekly magazine of the QMC, published at the Quartermaster School, Camp Lee, Va. Levy edited the MSC humor magazine, *The Spartan*, and was college and later a state capitol correspondent for the *Detroit (Mich.) Free Press*.

2ND LT. ROBERT SHAW, son of Chet Shaw (Kansas '21), managing editor of *Newsweek*, died a hero October 25 on Angaur Island. Lt. Shaw was on guard in the bivouac area when a Japanese slipped into the section with a hand grenade. In the hand-to-hand struggle the Japanese pulled the pin in the grenade, killing them both.

### Idea For You?

"You will find a \$45 check enclosed for a life membership in Sigma Delta Chi.

"After Pearl Harbor, I returned from fourteen uninterrupted years in Europe, which experience underlined the value of high integrity and vigor in daily journalism, and that is my idea of what Sigma Delta Chi should and does stand for, and why it is well worth paying for."—Homer E. McKittrick, Washington, D. C.

(Editor's Note: The \$45 paid for a Key Club membership [\$25—dues paid for life] and for a life subscription to *The QUILL* [\$20]. Members initiated between September 1, 1924 and October 15, 1933 paid for life subscriptions as a part of their initiation fees but relatively few members have joined the Key Club.)



Palmer Hoyt, Jr.

Palmer Hoyt, Jr., son of the publisher of the *Portland Oregonian*, quit the University of Oregon to enlist on the day the Japs attacked Pearl Harbor. He was honorably discharged from the Air Corps because of his eyesight seven months later.

Newspaper work in Oregon and on the *Washington (D. C.) Star* occupied him until he joined an Overseas OWI Psychological Warfare team. Now he's in the China-India-Burma theater.

## SERVICEMEN SAY:

"I would like to throw in my applause along with all the other servicemen. I only hope *The QUILL* is given as good mail service as at my former station, for I look forward to every copy."—SGT. WARREN HOLLOWAY (Washington '42), 19075145—ACS Station, APO No. 947, c/o Postmaster, Minneapolis, Minn.

★

"Keep sending *The QUILL*—everyone in the office reads it when I'm through."—LT. SIDNEY A. LEVY (Michigan State '43), 01598617, QMRP, QM. School, Camp Lee, Virginia.

★

"I always read each copy with interest and then pass it on to a working newspaperman who works in the same office here; not only that but an embryonic book publisher also enjoys reading the copies that I receive. So you can see that they all pass through the proper channels before passing onto oblivion."—PFC. ARTHUR L. HAUBROCK (California '43), 39043939, Bn. Hq. 580th S. A. W. Bn. (sp), APO No. 958, c/o Postmaster, San Francisco, California.

"SOUTH" is a new monthly magazine appearing in February, directed to people interested in travel after the war, especially travel South. Ray M. Thompson is editor; offices are in the Hibernia Bldg., New Orleans 12, La. Writers with authentic stories of the Latin Americas are invited to submit 2,500 word articles, 3,000 word fiction and 500-word featurettes. Rates will be around 1 to 1½ cents per word, payable upon publication. Photographs and cartoons are also acceptable.

## SERVING UNCLE SAM

LT. PAUL B. NELSON, U.S.N.R., (Minnesota '26) has returned to the Pacific Theatre following a leave in the states. He is a naval liaison officer on General MacArthur's GHQ staff, and was formerly on the staff of the commander of the 7th fleet in the Southwest Pacific.

COL. DONALD D. HOOVER (Indiana Professional '29), now in command of the G-2, Censorship Section, U.S.A.F.F.E., stationed at Leyte, has been in more than 43 countries since entering service just after Pearl Harbor.

After being stationed behind a desk in Washington conducting civilian censorship schools, Hoover's first mission was to Central America. Early in 1943 he was assigned to the General Staff Corps in North Africa. Later he was part of the 15th Army group in Sicily and Italy, then to Australia. Between bombing raids he landed in the Pacific theatre just in time for the Philippine invasion. Testimony to the international friendships he has made is his being awarded the Order of the British Empire last March.

In the last 10 months, LT. JACK R. HOWARD (Washington, D. C., Professional '43), assistant executive editor of *Scripps-Howard* newspapers, has been in Pearl Harbor, Australia, Esperito Santo, New Hebrides, Los Negros, Admiralties, Palmyra, Guam, Canton Islands, Eniwetok, Pramballo, Funafuti, the Gilberts, Manus, Hollandia, Maftin Bay, Dutch New Guinea, Palau, Carolinas, Morotai, Spice Islands and also to a few places in the Philippines besides Leyte.

Lt. Howard has been in combat work aboard a fast destroyer attached to Admiral Kinkaid's Seventh Fleet. He already has four D-days to his credit.

SGT. FRED E. PHILLIPS, JR. (Iowa State '43), former sports editor of the *Iowa State Student*, has been named sports editor of the Fort Warren (Wyo.) *Sentinel* succeeding CPL. ROLAND A. WHITE (Iowa '30), now associate editor, and formerly editor of the *Dubuque (Ia.) Leader*.

ARNOLD FAUSZ (Ohio State '31), former Toledo (O.) *Times* copy editor, has been promoted from lieutenant (j.g.) to lieutenant. He is communications officer at Galveston, Tex.

LT. COM. W. C. McDOWELL (Stanford Professional '38), former co-publisher of the *Turlock (Calif.) Journal*, is stationed aboard the new supercarrier U. S. S. *Shangri-La*.

LT. CHRIS J. EDMONDS (Marquette '33), formerly with the Milwaukee bureau of AP, has been assigned to McGuire General Hospital, Richmond, Va., as assistant public relations officer.

LT. CMDR. BARRY BINGHAM (Indiana Pr. '38), president of the *Louisville Courier-Journal* and *Times*, has been awarded the Bronze Star for "meritorious service" in organizing news coverage of the invasion of France. The medal was presented by Adm. Harold R. Stark, commander of U. S. Naval forces in Europe. Comdr. Bingham has been serving on Adm. Stark's staff as a public relations officer since August, 1942.

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# Catmeat

[Concluded from page 5]

other categories, of course, but these are the main ones, and the ones where the big money lies.

An increasing number of syndicated columnists operate from Washington, writing on national or international affairs or both. I know quite a number of them and have had opportunities to watch their methods and their product.

ON the basis of my experience and observations, I venture the opinion that it is very rarely that any syndicated columnist writing out of Washington has any information that most of the good reporters in town did not know before he printed it. I know it for a fact that times without number syndicated columnists have published information that ethical reporters knew but were honor bound not to publish. It is a common thing for a Washington editor to remark when one of his reporters tells him something he knows but cannot print: "I wonder how long before that will appear in so and so's column."

Sometimes the information thus used—or misused—is important: very often it is secondary and frequently it is downright trivial. The fact is, that as far as news is concerned, the good reporters of Washington leave mostly stale crumbs and not many of them for the columnists. There is no gainsaying, however, that now and then a columnist—since some of them are good reporters—scores an outstanding news beat over the orthodox reporters.

But a syndicated columnist must produce a column a day, or three a week, or some other fixed quota. And he must make it good. He must be profound and a little breathless—like the newscasters on the radio—or his sales will fall off. So when he hasn't a big piece of news he takes a small one and makes it sound big.

That is why, in my opinion, much journalistic cat meat is dished up as top sirloin by the syndicated columnists. The mortality among straw men, set up to be knocked over so that the columnist can say "Look what I did," is terrific.

THAT is why I think it would be a very constructive idea for the publishers to consider the question of syndicated columnists, not necessarily to the point of dropping them entirely, but to appraise soberly and in the light of sound journalism their place in the newspapers of today.

Wouldn't it be better to get better reporters, give them more latitude, pay them a little more and make something distinctive out of your newspaper, rather than pay out millions, collectively, for canned columns not always but too often used by the author to whet his own grudges and air his own views? And is it to the publishers' interest to have their columnists take big fees from radio sponsors to tell on the air the things they should put in their newspaper columns, even though a few people who hear *Socrates Sidebottom* on the air may buy the *Daily Dipper* next morning to check up on him?

Of course, if a publisher tells me he



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Cedric Adams, Minneapolis *Star-Journal*, narrator for "Good Neighbors," documentary film on the making of a metropolitan newspaper.

## Star-Journal Makes Movie on Newspaper By Lyne S. Metcalfe

MANY have been the newspaper stories which have made material for the motion picture studios. Most of these scenarios present romance and adventure in the realm of city room and out on the firing line with ace reporters. There recently has been made, however, another type of newspaper motion picture the purpose of which is to reveal the inner workings of a modern metropolitan daily, and to depict, soberly, how it plays "good neighbor" to the community it serves.

This sound picture, "Good Neighbors," has been produced for the Minneapolis *Star-Journal*. The film has a running time of approximately 21 minutes. The synchronized story is orally told by Cedric Adams, of the *Star Journal* editorial staff, recorded directly on the film.

Of course, every writer or embryo writer is interested in all the inner workings of the newspaper, beginning with the creation of news sources, the flow of news into the editorial rooms, editing, composition, makeup, stereotyping, and the press room. The new movie tells the story fully.

The motion picture will be exhibited in the Minnesota area before schools, clubs, churches and other interested groups including advertising and writing organizations. It is also being shown in motion picture theaters of the northwest by The Minnesota Amusement Co.

buys and prints a brace of syndicated columns solely because he wants his readers to have the benefit of all shades of opinion I have no answer—except the slightly elevated eyebrow.

## Chicago Pro Chapter Hears Battle Stories From Casey, Graffis

Headline Club Initiates Eight Men  
and Joins With A.A.S.D.J.  
in January Meeting

EIGHT NEWSPAPER and radio men were initiated into Sigma Delta Chi by the Headline club (the Chicago alumni chapter of the fraternity) at the December meeting. They were Milburn P. Akers, political editor of the *Chicago Sun*; Wallace A. Carlson, cartoonist and creator of "The Nebbs"; Alex Dreier, radio commentator, NBC; Don Eck, general manager of the National Editorial association; Capt. Arthur A. Engel, formerly on the staff of the *Washington* (D. C.) *Post* and now public relations officer for the central procurement division of the U. S. Marine Corps; Paul A. Plasmcke, cartoonist, *Chicago Herald American*; Mims Thomason, Central district manager, *United Press*; and Clifton Utley, radio news analyst, NBC.

Bob Casey, war correspondent for the *Chicago Daily News*, spoke at the dinner program following the initiation in the Adventurers Club. Casey told of his experiences in London during the robot bombing and in France during the invasion.

The Headline club met again January 26 to honor Herb Graffis, *Chicago Times* columnist and president of the group, on his return from France. A record turnout filled the M. & M. Club in the Merchandise Mart. In the audience were more than 30 deans and directors of journalism who were in Chicago attending a meeting of the American Association of Schools and Departments of Journalism.

CHARLES DRAKE (Georgia '42) is studying for the ministry at Union Theological Seminary, New York City. He is a member of the *Union Review* staff and recently was the author of an article, "The Vanishing Church," in that publication.

PROF. GEORGE S. TURNBULL (Washington '15), member of the journalism staff at the University of Oregon since 1917, following an active newspaper career, has been appointed Acting Dean of the Oregon School of Journalism, succeeding the late Dean Eric W. Allen, who held the post 32 years.

### MALE HELP WANTED

Personal secretary and research assistant by publisher of newspapers, 35 years or under, college graduate, shorthand, preferably newspaper experienced. Must be man of good health and personality, not afraid of work, willing to travel, experience as pilot an advantage. An all year round permanent job at good salary, expenses paid traveling. Box B, THE QUILL, 35 E. Wacker Dr., Chicago 1, Ill.

# Capital Comment

By DICK FITZPATRICK

**W**ASHINGTON, D. C.—When the Washington Professional chapter of Sigma Delta Chi held its January initiation 203 years of newspaper experience were added to the fraternity's roster. The ten Washington journalists heard HENRY A. WALLACE (Iowa State Professional '17), retiring vice-president of the United States, give an off-the-record speech at the dinner which followed their initiation at the Hotel Statler here on January 11.

SAM A. O'NEAL comes first on the list because he most recently figured in the news. O'Neal was just named director of publicity for the Democratic National Committee. Until February 1 he was a member of the Washington bureau of Marshall Field's Chicago *Sun*. While with the *Sun*, the new political p.a. won the 1943 Sigma Delta Chi award for distinguished Washington news reporting.

O'Neal, now 45, received a Bachelor of Journalism degree from the University of Missouri in 1922. He worked successively (and successfully) for the *Tulsa Tribune*, *Tulsa World*, *St. Louis Post-Dispatch* and the *St. Louis Star-Times*. In 1936 he came to the nation's capital as Washington correspondent for the *Star-Times* and represented that paper here until he joined the *Chicago Sun* in 1943.

Another of the initiates is the New York *Times*' newly appointed national correspondent, JAMES B. ("SCOTTY") RESTON. Reston was given this new assignment when TURNER CATLEDGE (Wash. & Lee Pr. '39) was named an assistant managing editor of the *Times*. Reston was graduated from the University of Illinois with a Bachelor of Science degree in 1932. He worked for the *Associated Press* in New York and London and then joined the London bureau of the New York *Times*. He returned to this country to be assistant to the publisher of the *Times* and then was named London correspondent. He spent the last year as a staff correspondent of the *Times* here in Washington.

**ALEXANDER KENDRICK** of the Washington bureau of the Philadelphia *Inquirer* was recently in the news when he complained about the lack of news for American correspondents in Moscow. Kendrick, who won the 1942 Sigma Delta Chi award for editorial writing, was a Nieman Fellow at Harvard university for the 1940-41 term. In his 15 years as a newspaperman he has been successively a reporter, rewrite man, foreign correspondent (Russia in 1935), news reviewer, literary editor and Washington correspondent. All posts were with the Philadelphia *Inquirer*.

Early last year Kendrick was sent to Moscow as a war correspondent. When Russian scientific advances were being praised for the edification of American war correspondents, Kendrick took the

opportunity to protest the lack of real war news made available to American correspondents. On his return to America, he said, "In their refusal to cooperate with us, they take refuge in technicalities. They say, for example, that we war correspondents are accredited to the Soviet Foreign office and not to the Red armies, therefore they decline to permit us to operate in the field within the zones of military activity. We write only what they choose to permit us to write."

Another newcomer to SDX who has had 27 years of journalistic experience on the same newspaper is NEIL DALTON, who succeeded GEORGE W. HEALY, JR. (L. S. U. Professional '40) as director of the Domestic Branch of the Office of War Information. Dalton is on leave from his position as assistant to the president of the Louisville *Courier-Journal*. On the C-J he has been a reporter, city editor, and managing editor. . . . Another government official who joins SDX is COLONEL J. HALE STEINMAN, publisher of the three Lancaster, Pennsylvania newspapers. The Colonel holds an A.B. from Yale and an LL.B. from the University of Pennsylvania. . . . The other government man to be taken into SDX by the capital chapter this winter was WALLACE L. KADDERLY, chief of radio service for the U. S. Department of Agriculture. A one-time track star at Oregon State College, Kadderly did information work at that school and was a pioneer in college radio broadcasting as manager of KOAC. As faculty adviser for many years to a Phi Delta Theta chapter, Kadderly gave many a budding journalist the "push" needed to make him eligible for SDX.

**T**HREE chiefs of Washington bureaus were also added to SDX's roster. . . . PAUL SCOTT RANKIN is chief of the Washington bureau of Reuter's British News agency. Before accepting his present post, he was one of the undersecretaries at the British Embassy here and has been with the British Information services. He attended Oxford university. . . . BERT ANDREWS, another of the newcomers, is chief of the Washington bureau of the New York *Herald Tribune*. He attended Stanford university and then worked for the *Sacramento Star*, the *San Diego Sun* and the *Detroit Times*. He went overseas in 1929, spent a year on the *Paris Herald*, and came back to work on the New York *Journal American* for seven years. In 1937 he joined the *Herald Tribune* and four years later was put in charge of its capital bureau. . . . The other bureau chief to join SDX is WILLIAM C. MURPHY, Jr., of the Philadelphia *Inquirer*. After receiving his A.B. from Wabash college and his M.A. from the Catholic university, Murphy worked on the Philadelphia *Public Ledger*, *Universal Service*, *United Press*, *New York World*, *David Lawrence's* now defunct *United States Daily*, and the *Washington Post*.

The other Washington correspondent initiated is THOMAS F. REYNOLDS, White House correspondent of the *Chicago Sun*. Reynolds attended Creighton university at Omaha and worked on the *Columbus (Neb.) Telegram*, *Omaha Bee*, and *Omaha World-Herald*. He was with the *Chicago Herald-Examiner* until 1935, when he joined the *UP* as night southern editor. Two years later he came to the nation's capital as White House correspondent of the *UP* and then joined the *Chicago Sun* when it was organized in 1941.



William J. Kostka

William Kostka (Knox '27) has resigned as managing editor of LOOK Magazine to return to the Institute of Public Relations, Inc., of New York City. Kostka had been publicity director of the Institute for two years before he left to take over the editorship of LOOK. Prior to his association with the Institute, he was publicity director of the National Broadcasting Company, managing editor of Fawcett Publications, Inc., and central division manager of International News Service in Chicago.

JOE LAWLER (Wisconsin '24) is working in the publicity department of Universal Pictures Co., Inc., Universal City, Calif. The department is headed by J. W. (PETE) DAILEY, former Sunday editor of the *New Orleans Item*. Following graduation from the University of Wisconsin, Lawler worked for a year on trade papers at Rand-McNally, then spent 10 years in the *Chicago Herald & Examiner's* movie department, followed by a seven year hitch in the same department on the *Chicago Daily News*. Then came the trek to Hollywood.

WILLIAM FOREST CROUCH (Grinnell '27), former Chicago editor of several movie trade publications, a staunch member of the Headline Club, Chicago, professional chapter of Sigma Delta Chi, and subsequently production and promotion manager for Soundies Distributing Corp. of America, Inc., in Chicago, has moved to New York to become executive producer of Soundies and take charge of studio production, 2826 Decatur avenue, New York City. Soundies are coin-in-the-slot musical short movie subjects.

ELWOOD ACKER (Illinois '41) is an editorial writer on the *Sub*, union newspaper published by the Shipbuilders & Marine Engineers Union, of Groton, Inc., and read by approximately 12,000 employees and their families of the Electric Boat Co. He also supervises, with Yanina Wierzbinski, the paper's series of radio broadcasts.





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REMEMBER? She was eating "curds and whey." That's cheese, of course.

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Like the milk from which it's made, cheese is especially rich in protein, calcium, phosphorus. In fact, on the average, a *pound* of cheese contains about as much of all these elements as *three quarts* of milk. Cheese and milk are good sources of vitamins A and G.

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**This is a message** for old-timers, but you can cut in if you want to.

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Remember the promises you made to yourself?

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We hope they were all fulfilled.

But if they weren't . . . well, you have a brand-new chance at bat, an even bigger opportunity. For there's *more* to be done—and all hands are needed on deck.

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